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(71)(72) Applicant and Inventor: BURKE, Raymond, R. [US/US];
91 Hosmer Street, Acton, MA 01720 (US).

(74) Agent: GORDON, Peter, J.; Wolf, Greenfield & Sacks, P.C.,
600 Atlantic Avenue, Boston, MA 02210 (US).

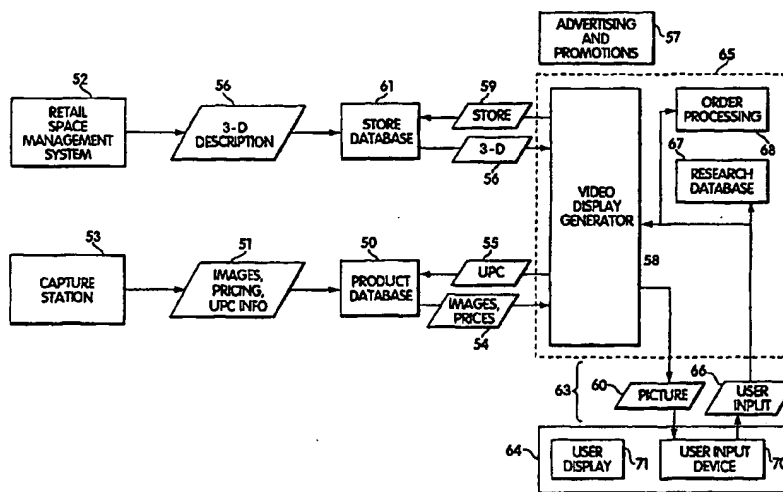
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(54) Title: COMPUTER SYSTEM FOR ALLOWING A CONSUMER TO PURCHASE PACKAGED GOODS AT HOME



(57) Abstract

A system for generating images representative of a store shelf includes a retail space management system for generating information describing product and shelf sizes and locations in three dimensions, and including a code which is unique to each product. The products are typically commodity goods. A product database is used to store images of product packages which are accessible using codes unique to each product. A three-dimensional modeling and display system which takes size and location information from the retail space management system and generates three-dimensional models of each shelf and product and accesses the product database using the codes provided by the retail space management system to obtain images for each product. It generates a display of each product on each shelf by combining the obtained images and the generated three-dimensional models. The consumer may manipulate the display to change what is being viewed, to examine product packages and to purchase products.